

1977 Plymouth Gran Fury



Some items pictured on vehicles on this and other pages of this catalog are extra cost options.

Gran Fury Brougham

For many people, a full-size car is not just a luxury, it's a necessity. And for these people, there have seldom been so many fine reasons for owning a full-size car as you have with this dazzling 1977 Plymouth Gran Fury Brougham.

It has a great elegance, and six-passenger spaciousness in the 4-Door Sedan . . . and also in the ultra-sleek 2-Door Formal Hardtop with optional canopy vinyl roof and opera windows. (See cover illustration.)

And yet the real beauty of this Gran Fury Brougham is its versatility and value.

Gran Fury Brougham greets you with brocade-like cloth-and-vinyl bench seating with center armrest (also in optional all-vinyl), or the luxury optional Whitier cloth-and-vinyl 50/50 bench seat with dual folding center armrests

and passenger-side reclining feature on 4-door models. Luxurious details are abundant . . . handsome padded door trim with pull-handles and full-length soft armrests. Color-keyed nylon carpeting on floors and lower door panels. An extra-large 20.4 cu. ft. trunk with optional carpeted floor and spare tire cover.

Gran Fury Brougham makes handling ease a standard part of its way of going. Torqueflite automatic transmission teamed with the 360-2 V-8* . . . power steering, power front disc brakes . . . suspension system, tuned to standard fiberglass-belted or optional steel-belted radial-ply tires.

For fine options, like the 400 4-bbl. V-8* with the Electronic Lean Burn System, see pages 6 and 7.

*Not available in California or at altitudes over 4000 feet.



Fully appointed modular instrument panel allows easy driver access to each control.

Optional luxury cloth-and-vinyl 50/50 bench seat and dual folding center armrests and reclining passenger-side seat on 4-door models.



Standard Princeton cloth bench seat with vinyl trim and folding center armrest.



Gran Fury Brougham 4-Door Sedan with elegant vinyl roof.

Gran Fury



Standard richly textured cloth bench seating with vinyl accents.

When you look at the 1977 Plymouth Gran Fury — and then look at its basic price — it's going to look even more beautiful to you.

And now look at the features and finery that add up to remarkable value in this impressive, full-size 2-Door Hardtop or 4-Door Sedan.

Gran Fury interiors are as inviting as Gran Fury's exterior styling suggests.

Six passengers can be accommodated in roomy comfort. Richly-textured cloth-and-vinyl bench seating is a standard pleasure. Optional seating in 4-Door Sedans is

the sleek all-vinyl bench seat with a handsome leather-like look.

Special points of interest are the handsome and functional modular instrument panel with rich-looking simulated woodgrain accents. And a bin-type glove box, with a coin holder for even more convenience.

The finishing touch — a full rich expanse of nylon color-keyed carpeting.

You couldn't be more comfortable.

But if you want to express your taste in optional equipment and accessories, Gran Fury has all the choices in

AM/FM and stereo radio systems, with 8-track tape and dealer-installed CD radio systems. Apart from great sound, you can fill the air with cool, gentle breezes from Gran Fury's rapid-cool-down air conditioning. For the easy life, there's a Tilt & Telescope steering column, sun roof, power windows... the list is as long as your interest in options.

Now for a moving experience.

Chrysler's famous excellence in engineering puts Gran Fury out front with the 318 V-8* and Torqueflite automatic transmission, considered by many the finest on the road. Beneath you, the torsion-bar suspension is isolated from

the frame... to isolate you from noise and vibration. It's called Torsion-Quier Ride... and it is.

Standard are fiberglass-belted radial-ply tires... power steering and power front disc brakes.

This year, your optional 400* and 440 V-8's are the engines that think it's made possible by the new computer-controlled Electronic Lean Burn System. It adjusts engine timing instantaneously... to fire precisely, run smoothly, and accelerate responsively.

1977 Plymouth Gran Fury, in 2-Door Hardtop or 4-Door Sedan. It puts a new value on fine motoring.

*Not available in California or at altitudes over 4000 feet.



Optional sleek all-vinyl bench seat (available in 4-Door Sedan only).



Gran Fury 2-Door Hardtop with vinyl roof.



Gran Fury 4-Door Sedan with vinyl roof.

Fine Choices In Optional Accessories



AM/FM Stereo Radio with 8-track stereo tape. One of the many fine radio choices offered by Chrysler.



Automatic Speed Control. A real convenience on the highway. Lets you select and hold a steady cruising speed.



Tilt & Telescope Steering Column. Adjusts up and down, in and out, to suit each driver's comfort when entering or exiting.



Vent windows provide indirect air flow. 4-door models only.



Electronic Digital Clock, certified by the Swiss government as a chronometer. It's accurate to within one minute a month.



Premier full wheel covers give a look of finished style.



Power Sun Roof. Lets the sunshine and moon glow in.



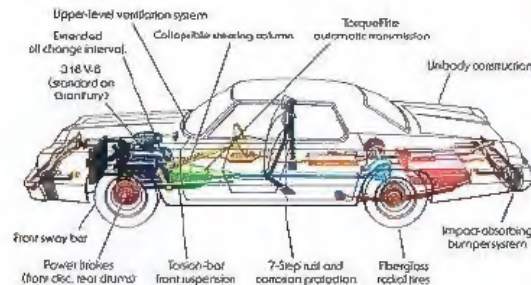
Power seats, power sun roof, power windows, power door locks, power trunk lid release.

Gran Fury Options	Gran Fury	Gran Fury Brougham
Air Conditioning	0	0
Axle—Sure-Grip Differential	0	0
Battery—500 amp Long-Life (Std. with 440 engine option)	0	0
Clock—Electric	0	0
Clock—Electronic Digital	0	0
Defroster—Rear Window Electrically Heated	0	0
Emission Control System and Testing NBS	0	0
Emission Control System—High Altitude NBS	0	0
Engine Block Heater	0	0
Engine Temperature & Oil Pressure Gauges	0	0
Fuel Pacer System (N/A with NBS or NRE)	0	0
Gas Cap—Locking	0	0
Glass		
Tinted—All Windows	0	0
Vent Windows—Manual (4-dr. models only)	0	0
Worms—Dual	0	0
Worms—Accessory Floor, Color-keyed	0	0
Mirror, Day/Night—Inside	0	S
Mirror, Remote-control—Left	0	0
Mirror, Remote-control—Left & Right	0	0
Moldings—Door Edge Protection	0	0
Moldings—Upper Door Frame (Sedans only)	0	0
Power Bench Seat—5-way	0	0
Power Seat—Left—6-way	N/A	0
Power Door Windows	0	0
Power Door Locks	0	0
Power Deck Lid Release	0	0
Radio—AM	0	0
Radio—AM/FM	0	0
Radio—AM/FM Stereo w/4 speakers	0	0
Radio—AM/FM Stereo w/8-track Stereo Tape w/4 speakers	0	0
Rear Speaker—Single	0	0
Speed Control—Automatic	0	0
Steering Wheel—Tilt & Telescope	0	0
Steering Wheel—Luxury	0	0
Sun Roof w/Vinyl Roof, Power Operated	0	0
Suspension		
Shock Absorbers—Heavy duty	0	0
Suspension—Heavy duty	0	0
Automatic Height Control	0	0
Trunk Dress-up, includes carpeting and spare tire cover	0	0
Undercoating, includes hood silencer pad	0	0
Wheel Covers & Flood Wheels	0	0
Wheel Covers—Deluxe or Premier	0	0
Road Wheels—Chrome Style w/Trim Rings	0	0

0—Optional S—Standard N/A—Not Available

Check List

Excellence in Engineering



Collapsible Steering Column. A system of slots in the steering column pad for front impact protection.

Upper-level Ventilation System. Sit back and enjoy continuous front-to-back draught, for a refreshing flow of air in front and back seats.

Unibody Construction. Using more than 4000 welded body panels and structural members are fused into one unit. It's a totally strong, solid structure.

Impact-Absorbing Bumper System. Large hydraulic cylinders help soak up the shock of minor impacts.

TorqueFlite Automatic Transmission. Completely maintenance-free under normal driving conditions. No band adjustments, no fluid or filter replacement is recommended.

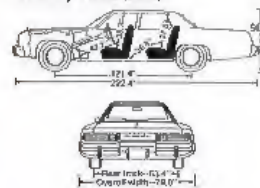
Tension-Bar Front Suspension. Road shocks are absorbed by the twisting action of the tension bar before they can be transmitted to the car body. Easily adjusted for height.

Power Brakes (front disc, rear drums). Standard disc brakes have excellent fade-resistance. Rear brake drums are self-adjusting.

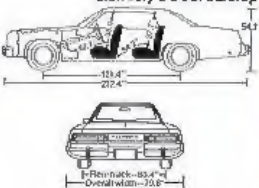
7-Step Rust and Corrosion Protection. Every car body is thoroughly cleaned and coated with special chemicals in a 7-step dip-and-spray process to combat all forms of corrosion. Then, two coats of rough epoxy primer are applied, baked and sprayed. Finally, three coats of acrylic enamel are baked to a glossy, lasting base.

Extended Oil Change Interval. Your 1977 Gran Fury needs even less maintenance, now that the oil change interval has been extended to 7500 miles, or six months of driving.

Gran Fury 4-Door Sedan



Gran Fury 2-Door Hardtop



Standard Specifications

Engines	318-2 (Gran Fury), 360-2 (Brougham)
Transmission	TorqueFlite automatic
Suspension	Front: Torsion bars and sway bar; Rear: Asymmetrical leaf springs
Brakes	Front: Power disc; Rear: 11" x 2 1/2" drum
Electrical System	Battery: 325 amp (318 CID); 440 amp (360 & 440 CID); 500 amp (440 CID); Alternator: 60 amp; Electronic Ignition System; Transistorized voltage regulator
Fuel Tank	26.5 gal. (20.5 gal. on 318 V-8 Sedan)
Trunk Capacity	20.4 cu. ft.

Engine Availability

	Gran Fury	Brougham
All States except California and high altitudes.		
318-2, 8-cyl.	Std.	N/A
360-2, 8-cyl.	Opt.	Std.
440-4, 8-cyl. ¹	Opt.	Opt.
440-4, 8-cyl. ¹	Opt.	Opt.
High Altitude—over 4000' (NBS ² required). Also available in low altitude areas.		
360-4, 8-cyl.	Opt.	Opt.
440-4, 8-cyl. ¹	Opt.	Opt.
California (NBS ² required). Also available in States other than California.		
360-4, 8-cyl.	Opt.	Opt.
440-4, 8-cyl. ¹	Opt.	Opt.

¹Includes Electronic Lean Burn System. ²NBS required emissions control system and testing.

Rear Axle Availability

	Standard	Optional
All States except California and high altitudes.		
318-2, 8-cyl.	2.7	3.2 (2.7; 3.2 S.G.)
360-2, 8-cyl.	2.7	(2.7 S.G.)
440-4, 8-cyl. ¹	2.7	2.4; 3.2 (2.7; 3.2 S.G.)
440-4, 8-cyl. ¹	2.7	3.2 (2.7; 3.2 S.G.)
High Altitude—over 4000' (NBS ² required). Also available in low altitude areas.		
360-4, 8-cyl.	3.2	(3.2 S.G.)
440-4, 8-cyl. ¹	3.2	(3.2 S.G.)
California (NBS ² required). Also available in States other than California.		
360-4, 8-cyl.	2.7	3.2 (2.7; 3.2 S.G.)
440-4, 8-cyl. ¹	3.2	2.7 (2.7; 3.2 S.G.)

¹Standard Axle Ratio with Trailer-Towing Pkg. A35—3.2. ²Includes Electronic Lean Burn System. ³NBS required emissions control system and testing.

Tire Availability

	With Air Conditioning		W/O Air Conditioning	
	318-2, 360-2, 360-4	440-4 & Trailer Tow A35	All Engines	Trailer Tow A35
GR78x15 glass-belted radial bias	Std.	N/A	Std.	N/A
GR78x15 glass-belted radial wsw	Opt.	N/A	Opt.	N/A
HR78x15 glass-belted radial bias	Opt.	MSR ¹	Opt.	MSR ¹
HR78x15 glass-belted radial wsw	Opt.	Dpl	Opt.	Opt.
GR78x15 steel-belted radial wsw	Opt.	N/A	Opt.	N/A
HR78x15 steel-belted radial wsw	Opt.	Opt.	Opt.	Opt.

MSR: Minimum 22psi Required as axle load. N/A: Not available. Std: Standard. Opt: Optional. Wsw: white sidewall. ¹Standard alloy with 440-4 engines. Wheel Rim Size: Hardtop and Sedans 16x5.5J; Wagons 16x5.5J.

Gran Fury Standard Features

Gran Fury: Fiberglass-belted radial-ply tires • Hub-caps • Outside rearview mirror, driver's side • Key-less door locking • Directional signals with lane change feature • Backup lights • Front and rear bumper guards • Bright drip rail molding • Concealed windshield wipers • Bright belt moldings • Textured cloth bench seat with vinyl accents • Center bin-type glove box with coin-holder • Nylon loop-pile carpeting • Fuel gauge • High-temperature warning light • Ammeter • Low oil pressure warning light • Panel light dimmer and interior lights • Instrumentation with non-glare lighting • Cigarette lighter • Inside hood release • Dome light • Front door courtesy light switches • Safety door latches • Soft coat hooks • Ashtray in instrument panel • Rear compartment sound barriers • Fresh-air heater and defroster • Upper-level ventilation • Simulated woodgrain accent on instrument panel cluster • 2-spoke steering wheel with simulated woodgrain insert • Torsion-bar front

suspension • 318 V-8 engine (N/A in California or at altitudes over 4000 ft.) • Electronic Ignition System • Power steering • Power brakes, front discs and self-adjusting rear drums • Tuned exhaust system • Front sway bar • 60-ampere alternator • 325-ampere battery • Cloth covered molded fiberglass headliner • Cleaner air system.

Gran Fury Brougham (All of the above plus these additions and substitutions): Day/night inside mirror • Center armrest bench seat in brocade-like cloth with vinyl trim • Fuel filler door applique • Glove box light • Trunk light • Simulated woodgrain inserts on instrument panel • 360 2-bbl. V-8 engine (N/A in California or at altitudes over 4000 ft.) • Stand-up hood ornament • "Brougham" nameplate on "C" pillar • Sill molding • Dual body side paint stripes, up and over on 2-Door Hardtop with optional canopy vinyl roof • Upper door frame moldings • Wheel lip moldings, front and rear • Door pull straps • Carpeted lower door panels.



Plymouth Gran Fury Sport Suburban.* All you need for reliable trailer-towing can be ordered at your Chrysler-Plymouth dealer's. See our Station Wagon and Trailer Towing catalogs for details.

*N/A in California or at altitudes over 4000 ft.

New Brilliance in 1977 Gran Fury Colors



Silver Cloud Metallic



Wedgewood Blue



Cadet Blue Metallic



Starlight Blue Sunfire Metallic



Vintage Red Sunfire Metallic



Jade Green Metallic



Forest Green Sunfire Metallic



Mojave Beige



Burnished Copper Metallic



Russet Sunfire Metallic



Coffee Sunfire Metallic



Moondust Metallic



Golden Fawn



Inca Gold Metallic



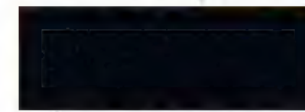
Spanish Gold Metallic



Jasmine Yellow



Spinnaker White



Formal Black Sunfire Metallic

NOTE: Due to occasional printing irregularities, the colors shown may vary from actual hues. See your Plymouth Dealer for accurate color chips.

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CHRYSLER



YOUR SIGNS FOR MOTORING SATISFACTION.

Chrysler Corporation's Limited Warranty Basic Coverage

For the first 12 months or 12,000 miles of use, whichever occurs first, any part of this vehicle supplied by Chrysler, except tires, which proves defective in normal use will be repaired or replaced by the Selling Dealer using new or remanufactured parts. The owner is responsible for normal maintenance. See Selling Dealer for more details.

AUTOMOTIVE SALES DIVISION



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